

Last Received: 08/17/2012 12:53 PM
Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	12P-1P	NOON NEWS	:15	\$225.00	08/20-08/24	10	1	10	\$2,250.00	
		Buyline Comment: BOOKEND :15										
	2	M-F	3P-4P	DOCTORS	:15	\$50.00	08/20-08/24	10	1	10	\$500.00	
		Buyline Comment: BOOKEND :15										
	3	M-F	5A-6A	5A NEWS	:15	\$112.50	08/20-08/24	10	1	10	\$1,125.00	
		Buyline Comment: BOOKEND :15										
	4	SA	7A-8A	NEWS	:15	\$325.00	08/25-08/25	2	1	2	\$650.00	
		Buyline Comment: BOOKEND :15										
	5	SU	8A-9A	SUN TODAY	:15	\$475.00	08/26-08/26	2	1	2	\$950.00	
		Buyline Comment: BOOKEND :15										
	6	SU	9A-10A	MEET THE PRESS	:15	\$375.00	08/26-08/26	2	1	2	\$750.00	
		Buyline Comment: BOOKEND :15										
	7	SU	10A-1030A	TO THE POINT	:15	\$150.00	08/26-08/26	2	1	2	\$300.00	
		Buyline Comment: BOOKEND :15										
	8	SU	1030A-11A	CHRIS MATTHEWS	:15	\$150.00	08/26-08/26	2	1	2	\$300.00	
		Buyline Comment: BOOKEND :15										
	9	M-TU	6P-630P	6P NEWS	:15	\$750.00	08/20-08/21	4	1	4	\$3,000.00	
		Buyline Comment: BOOKEND :15										

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	DET INT'L BRIDGE		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	820826	Agency C/P1/P2/E	DIBC/ORDR/820826		
Buyer	JULIE KEANE	Flight Dates	08/20/2012 - 08/26/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

---REPORT TOTALS---

Report Totals: 44 / \$9,825.00

---SALES MONTHLY TOTALS---

Aug 12: 44 / \$9,825.00

Sales Totals: 44 / \$9,825.00

Station Totals: 44 / \$9,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$42,588	CATV	0%	WOOD	23%	WOTV	0%	WWMT	33%	WXMI	13%
		WXSP	0%	WZPX	0%	WZZM	30%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE